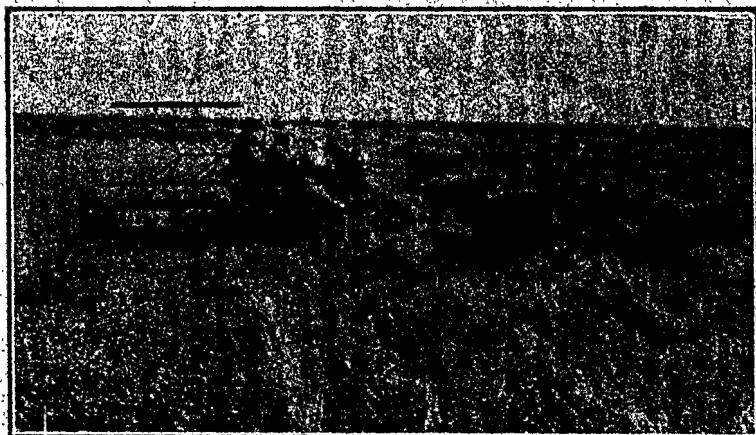


STROME

THE GARDEN SPOT OF
"SUNNY ALBERTA"

We Invite You to Come and Share Our Prosperity



Figures and Facts Concerning The Strome District

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WHY STROME?

The intending settler will find no difficulty in getting all the information desired about glorious Alberta, but as the province embraces 253,540 square miles, or 162,000,000 acres, the matter of locating a farm becomes a difficult matter. There are certain parts of this wide area more productive and more desirable to reside in than others, hence this booklet, which will show plainly the special advantages of the Strome district, its adaptability to successful farming and the establishment of a pleasant home.

Alberta has undisputed right to be called "Sunny Alberta," yet its climate has some vagaries, and are more common to some districts than others. Strome seems to enjoy the happy medium, and so far has escaped all the erratic climatic conditions which sometimes



Shocking Grain on E. de Pass's Farm near Strome.

perturb other parts of the province. The result is that crop failures are unknown in the district. Stock thrive here in winter as well as summer, and precautions that would be found necessary for the protection of live stock in other parts are unnecessary here, thus rendering the task of the farmer much easier and reducing the cost of labor to a minimum. Whatever has been said about the productiveness of Alberta, its ideal climate, and its farming possibilities, may be applied particularly to this district, and the exemplification of this truth is an annual occurrence.

In the course of the next few pages we will give a short history of farming ventures in this district. These are human documents

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and full of vital interest to the man who wishes to put his money and energy into farm land in Central Alberta. We have also endeavored to compile briefly all such information as will interest the prospective land buyer, placing clearly before him plain facts which he can verify for himself any time he may choose to inquire into them personally.

It has been our business to collect these facts. They are not hearsays or inflated bubbles blown by land boosters. We stand by them, and will be ready at all times to show intending purchasers over the best land that Central Alberta has to offer. Nature has been the architect here; we only tell you about it and invite you to see for yourself.



PROSPERITY IN ALBERTA

Strome a Farmers' Town

Strome, located as it is in the center of a fertile and thriving farming district, and situate but sixty miles from Edmonton on the main line of the C. P. R. which connects that city with Winnipeg, has grown naturally, and by the enterprise of its business men and the patronage it deservedly receives from the surrounding country, is looked upon commercially as one of the best towns on the line between Edmonton and Saskatoon. The stores carry all kinds of merchandise usually carried by firms in large cities and towns and the prices are in some instances considerably lower than in more

pretentious towns, while the quality is on par with the best anywhere. Farm produce is negotiable at the stores and the highest prices are paid. The farmer who drives twenty miles into town in the hope of getting a certain article seldom returns disappointed. The population is nearly 500 and is growing rapidly. At present there are three grain elevators in the town and another one in course



A Typical Alberta Farm Scene

of erection which will together give a storage capacity of over 750,000 bushels of wheat. In connection with the elevator now building there will be erected a grist mill with a capacity of 100 barrels a day. It is hoped this mill will be in operation by next fall. The mill and elevator will be run by a company with a

registered capital of \$50,000, subscribed in shares of fifty dollars each, more than half of which have been allotted to local farmers. This alone is an excellent testimony to the prosperity the farmers in the district enjoy as well as to their faith in the future of the town where they do their trading. There is one large up-to-date licensed hotel in the town, one restaurant, three general stores, two hardware stores, one shoe store, butcher shop, laundry, four implement warehouses, drug store, doctor's office, two livery barns, two lumber yards, blacksmith shop, newspaper office, a feed store and two public halls. The I.O.O.F. have a strong lodge here, and it is expected that shortly a charter will be secured for a lodge of A.F. and A.M. There is a fine school for the children, one Catholic church, and one Presbyterian church. There is a band and an orchestra in the town and plenty of amusement and sport is enjoyed summer and winter. Good roads lead into the town from all directions. The streets of the town are well graded and the side walks are planked. A firehall, equipped with a manual chemical engine operated by a volunteer brigade, affords the town a measure of protection from fire. Four passenger trains a day pass through the local depot—two locals and two main line expresses, and several freight trains a day make stoppages here. The railroad facilities are very good. A return journey may be made to the capital in one day, leaving a margin of several hours for the transaction of business in the city.

An annual agriculture fair and exhibition is held in the fall of the year which always proves a successful affair. Last year the Strome town council purchased twenty-four acres of ground for the purpose of this fair and for recreation.

Growth of District

Less than eight years ago this district was an open range without even a homesteader's shack to break the monotony of the expansive prairie. Today it is studded with picturesque homes, substantial barns and capacious granaries of a thriving farming community. In many cases the homesteaders' shacks and sod houses have given place to roomy houses and farm buildings of the most modern type—structures second to none in the Dominion, or even in the older settled districts of North America. This home building is still in progress, a sure indication of the faith the settlers have in their adopted country as well as the prosperity which awaits all who would come and do likewise. Truly Strome is a district of substantial and comfortable homes always the best evidence of material welfare.

Location of Strome

STROME lies midway between the fourth and fifth meridian in

range 11, 15. It is bounded on the east by the town of Killam and on the west by Daysland, which are respectively about ten miles apart. It is situate on the main line of the C. P. R., Edmonton to Winnipeg, and is about sixty miles south-east of Edmonton.

FERTILITY OF THE DISTRICT

The district is now recognized as comprising the richest and most fertile farm land in Central Alberta. The soil is a deep, rich, black loam, containing all the elements necessary to produce in abundance any and every description of farm crops. The subsoil is clay, and the country is slightly rolling, dotted with poplar groves which give the whole country a park-like appearance. The rivers are fringed with heavy timber which prove very useful for building, fencing and other purposes. Grass, mixed with pea vine and vetches, grows with remarkable luxuriance. Dearth of pasture in these



PROSPERITY

parts has yet to be experienced. Lakes of various dimensions abound in this part of Alberta, in some of which fish are plentiful. The nearest lake to Strome is Wavy Lake, situate north of the town only one and a half miles away. These lakes enhance the beauty of the landscape and are the resort of innumerable flocks of wild geese, ducks, snipe, plovers, &c., which provide ample sport during the hunting season and form a palatable addition to the settler's table.

The practical farmer knows full well what constitute ideal farming conditions. **Strome District Has Them All.** First and most important is soil and climate. Next, proximity to a railway.

In the Strome district there are still thousands of acres of virgin soil—land as good as ever a bird flew over—waiting for the incom-

No Irrigation—No Dry Farming—The Land of Big Crops
and Rich Pastures



Alberta Grown—Can You Beat It?

ing settler and the plow, when it will yield a golden treasure.

Professor Shaw, the greatest agricultural economist in America, has expressed the opinion that "there is greater wealth in the upper twelve inches of soil in Alberta than in all the gold mines in America." The marvellous growth of wild grass with which the hills and plains are carpeted, furnishes indisputable evidence of the soil's fertility in this district, while the cultivated farms on all sides are ample proofs of the adaptability of the soil for the raising of all sorts of grain and stock. Garden produce of all kinds never fail here the growth being rampant and of a quality unexcelled. Raspberries, gooseberries, saskatoons, strawberries and other small fruits give exceptionally good results; while rhubarb, tomatoes, corn and beans, and other standard vegetables have done exceedingly well.

THE HORSE A WINNER

From the early days of the free ranges there has never been a time when the horse industry has been so profitable as at the present time. Within the last few years the development of the country has so increased the home demand that horses have reached a handsome value. Some of the oldtimers in the district still stay with the horse-ranching almost entirely. Many of them keep nothing but pure-bred Percheron and Clydesdale stock, which they dispose of at from \$200.00 to \$400.00 per head. The regular run of range horses sell from \$100.00 to \$200.00 per head, and as the cost of production is reduced to a minimum they make a handsome profit on the bunch of horses turned off each year.

THE DOMESTIC COW

In a country of vast areas and luxuriant native grasses, cattle will always be a valuable product. The Strome district is a favorite stamping ground for cattle buyers from all parts of the Dominion, who make regular shipments to Edmonton, Calgary, Saskatchewan, and even to the old country markets. With the great demand on the one hand and the competition among buyers on the other, the farmers who turn off large numbers of fat cattle each year can easily tell where their profits lie.

With creameries all over the country, the dairy industry is capable of tremendous development and the farmer with a dairy herd is well on the road to prosperity. A splendid market lies in British Columbia for butter. Alberta is unable to supply the demand and several carloads were shipped there last year from eastern Canada. The home production of butter also finds a ready sale at the local stores in exchange for merchandise. The provincial government assists the dairy industry very materially by the introduction of government creameries with a large cold storage warehouse at Calgary. This all goes to show that there is no better investment than the introduction of a market dairy herd into the Strome district.

Alberta for Scenery



A Charming Spot

MONEY IN HOGS

Hogs are coming to the front. The demand is due to the close proximity of the large pork establishments at Calgary and Edmonton. The farmer who grows his own grain can easily raise hogs for market at a cost representing \$1.00 per hundred pounds.

THE SHEEP INDUSTRY

The country is well adapted for sheep and though the sheep industry has been neglected in the past renewed interest is being taken in this branch of farming and sheep will become one of the greatest money makers in the province.

GREENBACKS IN POULTRY

The farmer will find a splendid opportunity in the poultry industry. Many carloads of poultry and eggs are shipped into Alberta every year and sold at fabulous prices because the local production does not begin to supply the demand.

CLIMATE

The climate is unsurpassed. The summer months are noted for the long bright days which have given the province the well deserved name of "Sunny Alberta." It is this almost perpetual sunshine that brings the grain crops along to maturity and gives the magnificent yields which the outsider finds so difficult to credit. As for the winter season, the fallacy of the idea that because Alberta is north of the 49th parallel of latitude it must necessarily be excessively cold has long since been exploded.

CROPS

Favored by sufficient rainfall during the spring and growing season the yield of grain crops is particularly good, drought and failure of crops being unknown in this district. Wheat yields from 40 to 45 bushels to the acre, while 100 bushels of oats to the acre is frequently recorded. Here is found the soil that will produce oats that will weigh from 40 to 50 pounds to the bushel. Flax, barley, timothy, as well as alfalfa, has been grown here with splendid success.

FUEL

Rich deposits of coal are to be found along the Battle River which is tributary to Strome, and in fact several mines are now working and furnishing the settlers with coal of a splendid quality at \$1.75 per ton at the mines, which are only a few miles from the town of Strome. In addition to the abundant supply of coal, the poplar groves furnish an excellent supply of fire-wood.

SCHOOLS AND CHURCHES

There are plenty of good schools and churches in the district, so the settler need not have any apprehension for the spiritual or educational welfare of his children.

LOW TAXATION

The rural taxation system of Alberta is based entirely on the land. Improvements, live stock, chattels or personal property of any kind is exempt absolutely. The province pays a large share of the cost of education and public works, and as it derives its principal revenue from the Federal Government by annual per capita grant, it is unnecessary to levy any considerable local taxes.

NATIONALITY OF SETTLERS

The settlers are all English speaking comprising Canadians, English, Welsh, Scotch, Irish and Americans. German is also an appreciable element in the district. All are well contented and prosperous.

A BUSINESS PROPOSITION

The practical farmer will by this time have come to a conclusion as to whether or not the Strome District appeals to him. Whatever his decision has been there is a business side to the question.

Are You the Owner of a Farm Clear of Incumbrances? If so, it is probably worth up to \$100.00 an acre, perhaps more. We would submit for your consideration whether it would not be good business on your part to dispose of this property and with the proceeds therefrom purchase a farm from Bird and Antrobus, from two to four times larger than the area you now own. The chances are, that the land thus purchased would give you, acre for acre, net returns amounting to twice as much as your old farm would, and where you can buy four acres with the amount you now have invested in one acre, a very simple calculation will demonstrate that you can practically increase your net annual income eightfold by making the change.

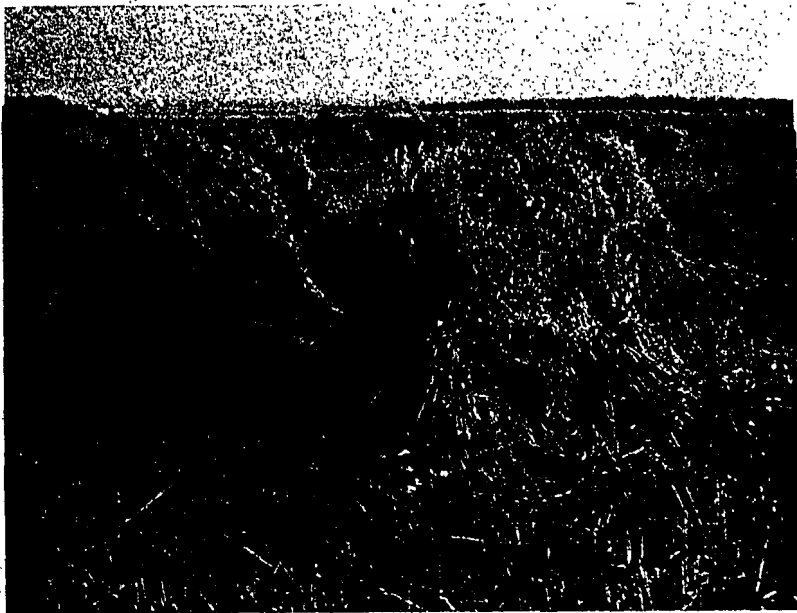
You have probably old friends and relatives living all around you now, and your present conditions of life are quite satisfactory, yet an increase of several hundred per cent. in your annual income is an attractive proposition.

Or, perhaps, your family is growing up, and the problem presents itself as to how they are to be provided for. Are the boys to be sent to the city to swell the army of underpaid and underfed humanity? By securing more land, you can start your boys in life with chances of success equal to what you had yourself. By subdividing your old farm you will probably doom them all to disappointment and poverty.

Are You the Owner of a Mortgaged Farm? If so, the remarks made above apply equally in your case. Furthermore, you are probably tired of paying so large a portion of your net earnings out in interest. You may be able to effect a sale of your farm and realize considerable capital, and in addition, you have your equipment. The first payment you will require to make upon a good-sized farm purchased from Bird and Antrobus on a basis of one-

tenth cash and the balance in nine equal annual instalments, will probably be a good deal less than you are now paying out annually in interest to a mortgage company.

Are You a Renter? If so, you are thrice welcome. A large experience in Western colonization has taught us that the ex-renter makes, perhaps, all things considered, the most successful colonist. You no doubt started on a rented farm with very limited capital. If your capital had been ample, you would never have been a renter. Since then your landlord has taken most of the profits, and you have been face to face not alone with paying rent and keeping your family, but also with augmenting your slender capital as you went along. You have probably by this time a considerable farm equipment, some grain and live stock, and perhaps a little balance in your bank. Fortunately, you are not tied up with property interests, and you are, therefore, a free man, to go or stay, just as you please.



A SAMPLE OF GROWTH

Of course, your lease is an obstacle at present, but that will expire sooner or later. In the meanwhile, like a wise man, you are looking around with a view to bettering your condition. We can sell you a farm on very easy terms, which will soon make you an independent land owner in comfortable circumstances.

SETTLERS' EFFECTS

Settlers effects are admitted into Canada free of duty and freight rates from any point will be gladly furnished by Bird and Antrobus, together with any other information that may be required. Correspondence invited.

IDEAL DISTRICT FOR MIXED FARMING

In face of the many inducements held out to intending settlers to locate at certain points, the following features of mixed farming operations as conducted in this district cannot fail to interest, if not instruct, the land seeker.



RAILWAY FACILITIES

Additional railway facilities will be afforded at an early date by the construction of a new line from Camrose which will run in a south-easterly direction about midway between Strome and Battle River. A charter has also been granted the C. P. R. for a line to run from Sedgewick to Edmonton, about midway between Strome and the Grand Trunk Pacific railway running parallel to the above mentioned road to Edmonton. It naturally follows that the construction of these roads will bring a great number of farmers closer to the towns that will spring up along these lines, and values in farm lands will consequently advance. These lands may be acquired cheaply now.

PRICE OF LAND

In this district, the price of raw land varies from \$13.00 to \$18.00 per acre, and good terms may be arranged; improved farms from \$15.00 up, according to improvements. When it is realized that farm land in the older western states is now fetching as high as \$200.00 per acre, persuasion to buy now right here seems unnecessary. Moreover, upon close inspection the land here will be found to be far superior and second to none in North America.

Short Stories of Success.

THE LINDSAY BROS.—Robert, William and Peter came to this district eight years ago and filed on homesteads. Today they are farming between them over 12,000 acres of land. They also engage in stock raising, their herd of cattle being headed by a purebred Shorthorn bull. Horses are bred from a thoroughbred Clydesdale and hogs from Berkshire boars.

C. F. LYALL, whose farm lies about one mile south of Strome and constitutes one of the attractions of the district, is probably the largest breeder of Clydesdales and Shorthorns in the province. The animals from this farm are mostly all prize winners, having taken the championship and best prizes at the leading provincial fairs, and in Scotland.



One of the Buildings on Uppingham Farm, Strome.

Mr. F. de Pass located on his present farm about four year ago, and in that short time has demonstrated how mixed farming can be made profitable. Hogs and Cattle raising have yielded handsome profits for this farmer. For his purpose Mr. de Pass uses 960 acres of land.

Evidence of Prosperity

No better evidence of the growth and prosperity of any agricultural community can be found than in the development of the stores in the town whence that community draws its supplies. The cut shown on this page illustrates very forcibly store developments in the town of Strome. Opening on a modest scale W. T. Phipps has had to enlarge his premises twice until it has attained its present dimensions. It constitutes one of the best department stores on



VIEW OF W. T. PHIPPS' DEPARTMENT STORE.

the line from Wetaskiwin to Saskatoon. The merchandise stored between its walls is on a wholesale scale. The casual visitor to the store has little conception of the immense stock held in reserve in its warehouses. The store is also equipped with all devices found in modern up-to-date stores which facilitate the conduct of business or tend to the comfort of patrons. That anything from a needle to an anchor may be found is very near the truth. Shopping is both a pleasure and a profit at this progressive store.

The
Manning-Sutherland Lumber
Company

Yards:
STROME,

ALBERTA



We have made a study of the requirements of the district in regard to lumber and building materials. Our experience since we have been established here has enabled us to stock our yards with the exact thing required. Before building consult us. We will gladly submit estimates for a fowl house or a mansion. :: :: ::

QUALITY IS GOOD

PRICES RIGHT

Call and see us, we shall be glad to see you

J. J. Nierengarten
Manager

..The..
Lakeview Hotel

Rates

\$2.00 per day

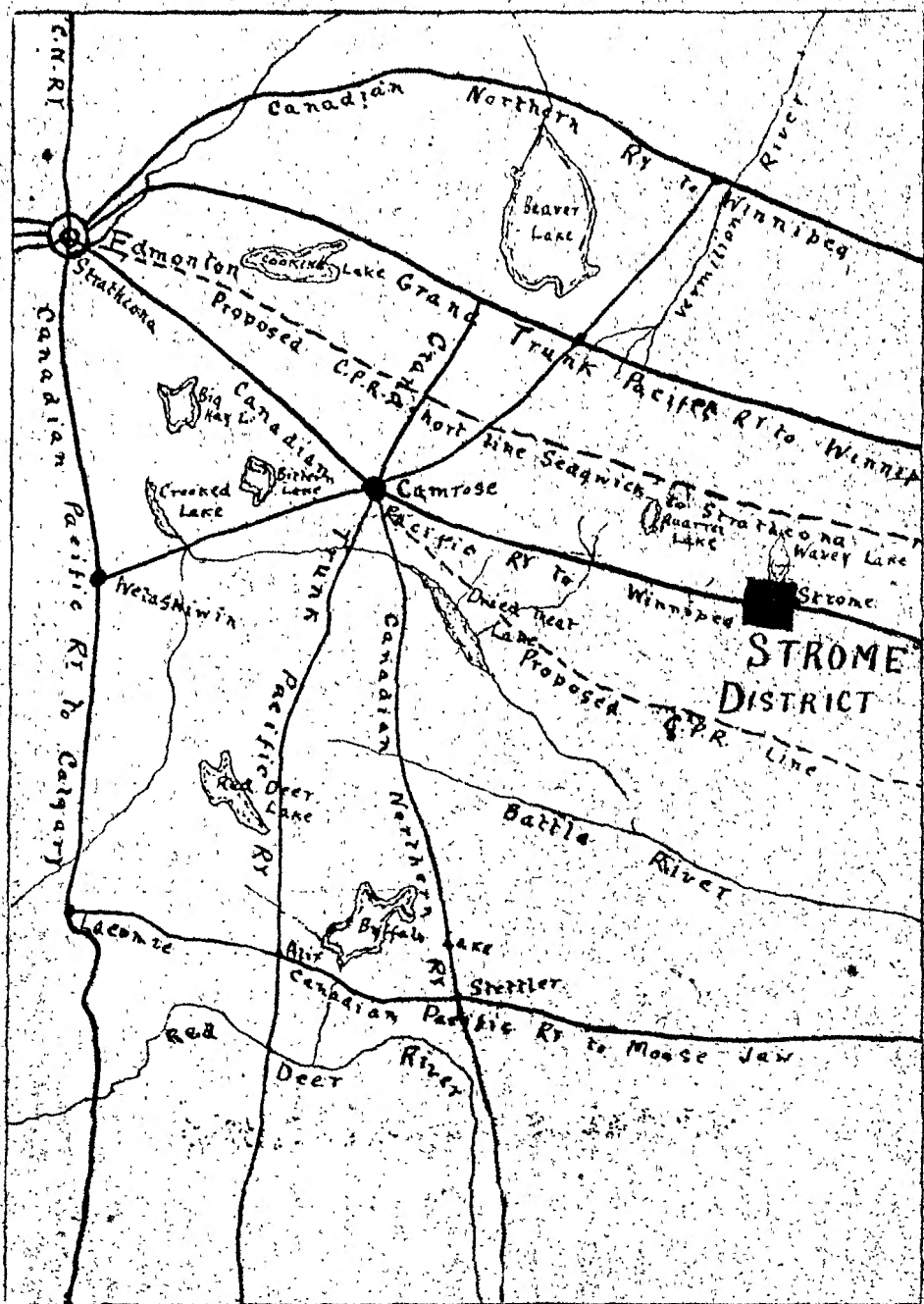
VISITORS TO STROME will find the accomodation at this hostelry thoroughly Up-to-date. To keep pace with the growth of the district and the needs of the town, no expense has been spared to bring this establishment up to the requirements.

Quite recently a new wing has been added which gives ample bedroom accommodation, and two large sample rooms on the ground floor meet the needs of the commercial travellers. The hotel is equipped with hot and cold bathrooms, etc.

EXCELLENT CUISINE

ALEX ROSS,

Proprietor.



Map Showing The Strome District.